



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Optomtry-2022/B.Optomtry-2023

Course Name – Optical Retail Management

Course Code - GEHMGM403

(Semester IV)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Select the correct option. _____ is a self-service food store with grocery, meat, and produce departments and with a minimum annual sales volume. Identify the correct option.
- | | |
|------------------------|----------------------|
| a) Super market | b) Factory outlets |
| c) Departmental stores | d) Convenience store |
- (ii) State when a retailer sells to consumers only through one retail format is known as _____.
- | | |
|-----------------------------|-----------------------|
| a) Ideal retailing | b) Direct retailing |
| c) Single-channel retailing | d) Internal retailing |
- (iii) McDonald's, Subway, and Pizza Hut are all examples of a _____. Select the correct option.
- | | |
|-----------------|--------------------------|
| a) Power center | b) Full-service retailer |
| c) Franchise | d) Voluntary chain |
- (iv) _____ may include in-store demonstrations, displays, contests, and visiting celebrities. Choose the correct option.
- | | |
|----------------------|---------------------|
| a) Broker promotions | b) Trade promotions |
| c) Agent promotions | d) Sales promotions |
- (v) Select that one carry narrow product lines with deep assortments within those lines.
- | | |
|-----------------------|---------------------|
| a) Convenience stores | b) Discount Stores |
| c) Chain stores | d) Specialty stores |
- (vi) Determine the one that includes recent trends in retailing.
- | | |
|--|---|
| a) Decline in the 'shop at home' market | b) Growth of the "smaller" boutique-type stores |
| c) Competition between store-based and non-store-based retailing | d) Reduction in the level of global competition |
- (vii) Identify the one that is not a part of the 4 Ps.

- a) Product
c) Prices
- (viii) Identify where no middle-men are involved.
a) Wholesale trade
c) Direct marketing
- (ix) Define an unincorporated retail firm owned by one person.
a) Sole proprietorship
c) Corporation
- (x) Describe E-retailing.
a) Sales of electronic items
c) Computerized store
- (xi) Choose an independent retailer who uses a central buying organization and joint promotional efforts.
a) Merchandising conglomerate
c) Retailer cooperative
- (xii) Select the activities that involves in selling goods or services for resale or business use.
a) Retailing
c) Bartering
- (xiii) Recall the term "Marketing".
a) Promotion of the product
c) Strategizing and implementing the organization process
- (xiv) Identify the systematic procedure for analyzing the performance of a retailer.
a) Control
c) Strategic planning
- (xv) Choose what involves personal selling strategy.
a) Sales team
c) Sales performance
- b) People
d) Place
- b) Wholesale trade
d) Indirect marketing
- b) Partnership
d) Franchisee
- b) Catalogue shopping
d) Retailing and shopping through internet
- b) Corporate chain store
d) Voluntary chain
- b) Wholesaling
d) Purchasing
- b) Focusing on sales and profit
d) Set of activities to deliver customer value and satisfaction
- b) Feedback
d) Retail audit
- b) Understanding of clients
d) All of these

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Enumerate the scope of optical retail industry. (3)
3. Describe the objectives of store management. (3)
4. Interpret the difference between multichannel and omnichannel retailing. (3)
5. Explain briefly how the personal factors influencing consumer behaviour. (3)
6. Summarize the importance of human resource planning. (3)

OR

Summarize the importance of training and development. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Illustrate the stages of personal selling process. (5)
8. Explain various sales management skills. (5)
9. Illustrate the steps of human resource planning. (5)
10. Compare the objectives of recruitment and selection. (5)
11. Briefly describe the scope of optical retail industry. (5)
12. Illustrate the main types of CRM. (5)

OR

Analyze the key characteristics of modern customers and explain how businesses can adapt their CRM strategies to meet these evolving demands. (5)